

PPAI JOB DESCRIPTION

Deputy Editor

This position will contribute to all aspects of development and delivery for PPAI publications, managing fellow editors and overseeing copy and presentation for *PPB* magazine, PPAI Media online and PPAI newsletters. The role will ensure the execution of editorial strategy and help define it in collaboration with the Publisher & Editor-in-Chief, occasionally chipping in as a writer and reporter when needed. The selected candidate will assign, edit and help to package and post news articles, profiles of leaders within the promotional products industry and content on fashion and consumer products, also playing a role in optimizing site content for SEO purposes.

Reporting Structure

Title of reporting manager: Publisher & Editor-in-Chief
Department: Publications

Job Status

FLSA Status (Exempt / Non-Exempt): Exempt
Compensation (Hourly / Salary): Salary
Job Status (Full-Time /Part-Time /Temp): Full time
Daily Schedule (Start time Flexible / Not Flexible): Not Flexible
Work Location: Work from HQ location in Irving, TX preferred, but remote candidates will be considered equally.

Job Discretion

How many people does this position supervise: 4
Does this position have joint disciplinary responsibilities: Yes
Does this position have joint hiring / termination responsibilities: Yes
Does this position have evaluation responsibilities: Yes

1. Coordinate with Publisher & Editor-in-Chief to manage overlapping editorial calendars, setting and enforcing deadlines.
2. Help assign and edit news and feature stories, providing sharp editing and offering constructive feedback to editors and freelance writers.
3. Develop and leverage a deep understanding of the promotional products industry. Curate insight from a wide variety of resources including business and news publications and fashion media while following social media and international trends.
4. Serve as a point person for the design team to ensure stylish layouts and error free-execution of *PPB* magazine. Maintain presentation and art standards for PPAI Media online and PPAI Media newsletters.
5. Coach and directly supervise four full-time editors, freelance writers and contributors, working to advance their career goals while balancing their workloads across projects.

6. Help to determine and develop key content for all publications, understanding organizational strategies while exercising editorial judgment.
7. Help to optimize site content for SEO value.
8. Help to manage and execute annual editorial projects such as recognition programs.
9. Contribute to industry-wide discussion and community building efforts on social media and at a handful of annual in-person events.
10. Maintain source and contact lists in conjunction with editors.
11. Develop content for scheduled supplements, ancillary websites and research projects.

Secondary Responsibilities

1. Keep up with trends in publications, SEO and content delivery; evaluate new ideas to keep PPAI publications on the leading edge of communications.
2. Coordinate with internal departments to stay abreast of relevant topics and editorial considerations.
3. Work as part of an Association-wide team, positioning publications to further the mission of the organization and industry as a whole.
4. Attend industry events as needed, contributing reports and photography.
5. Proactively engage with outside sources, managing relationships within the industry.
6. Participate in strategic editorial and Association-wide planning.
7. Other duties as assigned

Association Wide Responsibilities & Values (expectations of everyone)

1. Provide honest and ongoing communication as needed to support success throughout the organization.
2. Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
3. Provide high-quality products, reports, communications and projects for all audiences internally and externally.
4. Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors.
5. Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
6. Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole.
7. Foster cultural values, mission and overall organizational guidelines of PPAI.

Education Required

School/Certification Authority	Degree/Certification	Major/ Minor
College	Bachelors	Journalism or Related Discipline

Experience Required

Type of Work	Years of experience
Professional Editorial & Content Management	8+

Knowledge, Skills and Abilities Required

- Demonstrated ability to execute a wide variety of content while managing overlapping deadlines.
- Excellent editorial judgment and packaging skills for profiles, product descriptions and in-depth and feature-length trend stories. Digital experience preferred.
- Experience with SEO best-practices.
- Expert in AP style with a strong attention to detail.
- Demonstrated ability to work as part of—and lead—an editorial team.
- Strong organizational and prioritization skills.
- Excellent written and verbal communication skills.
- Professional appearance and demeanor.
- Strong interest in learning about the issues, challenges and opportunities related to the promotional products industry.
- Demonstrated grasp of social media engagement.
- Experience with content management systems.
- Proficiency in Microsoft Office (Word, Excel, Outlook).

Physical Activity

- Sitting
- Standing
- Lifting
- Pushing/Pulling
- Bending/Stooping
- Extended work hours, extended weeks (endurance requirement)

Work Environment

- Office environment
- Trade show floor or event venues
- Temperature controlled environment
- Travel: Must be able to travel

PPAI is an Equal Opportunity Employer (EOE)

Apply to: apply@ppai.org